



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 10/12 thru 10/18

(prices in dollars per carton)

Fri. Oct 12, 2007

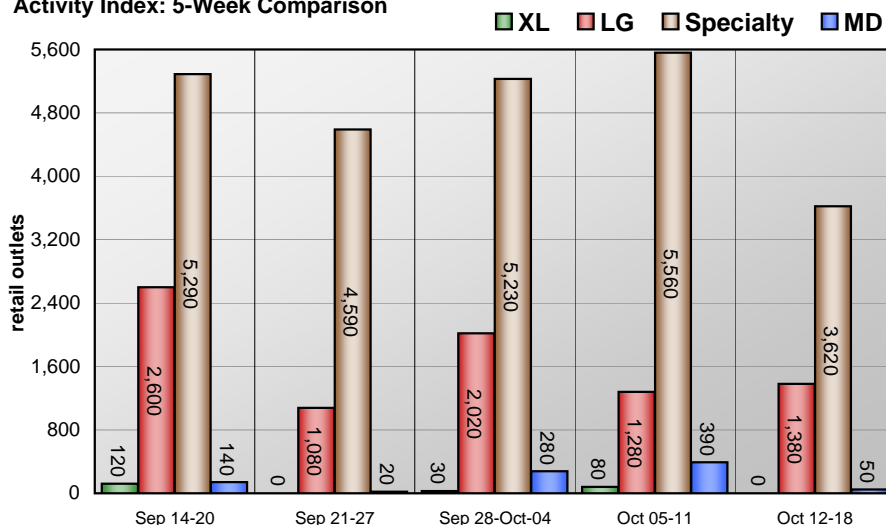
SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		42.0% of 17,000 stores				32.5% of 17,000 stores				43.7% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack			200	2.04	10	1.68	410	1.19			280	0.88
	White 18 pack			210	1.85			80	2.50			830	1.07
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			370	1.13	70	1.63	720	1.41	70	0.99	1,000	0.84
SPECIALTY	White 18 pack			600	1.96			70	1.96	50	0.99	970	1.11
	Brown 12 pack											210	2.00
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			700	3.06			1,960	3.79			1,070	3.30
	OMEGA-3												
CAGE-FREE	White 12 pack	240	2.66	1,700	2.33	730	2.50	1,650	2.55	210	2.50	450	2.22
	Brown 12 pack					210	2.79	210	2.79				
	CAGE-FREE												
	White 12 pack			120	2.00			120	2.00			130	2.60
	Brown 12 pack	140	2.99	720	2.56			680	2.47			1,720	2.29

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,380	1,360	3,410	Large Eggs on
Specialty	3,620	5,560	3,580	Oct-08-2007
Total (includes MD)	5,050	7,310	7,260	484.5
Special Rate 4/:	20.2%	2.6%	14.4%	down 6%

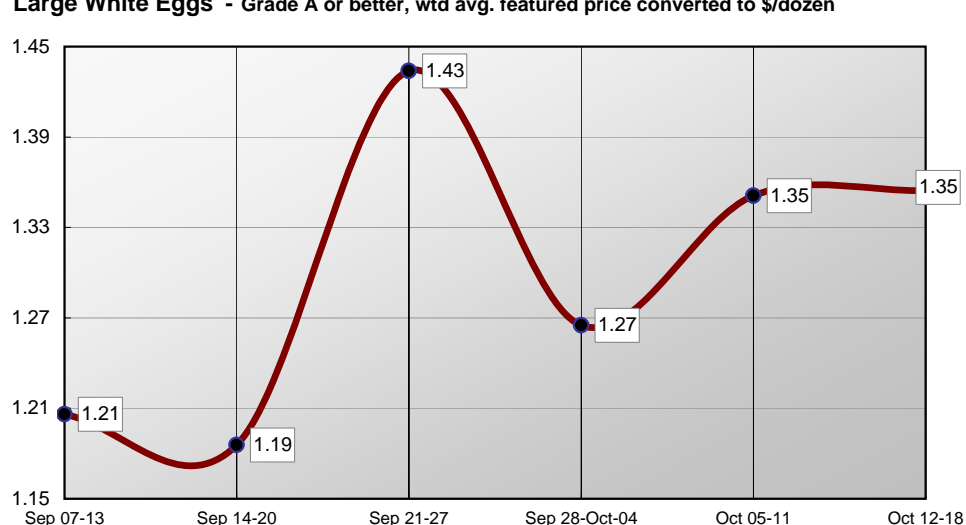
5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING	
<p>Regular shell egg promotional activity is 1% higher than last week, however 61% less than the same week the previous year. Features of Large 18 pack eggs are showing up in all regions. The number of "no price" ads increased sharply this period. The average advertised price of Large white eggs, Grade A or better, to consumers is unchanged. Specialty shell eggs, although not as heavily promoted as in previous weeks, are still enjoying good feature coverage. Omega-3 white eggs out paced Cage free and USDA Certified Organic brown eggs to reclaim top position. In the egg products sector, ads are lower compared to a week ago, but sharply higher than last year. Over 50% of sampled outlets in the Northeast are promoting liquid eggs.</p>	

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: **FEATURE RATE**: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX**: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: **STORES/AVG**: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE**: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		45.9% of 3,800 sampled outlets						36.9% of 4,700 sampled outlets						36.5% of 2,900 sampled outlets					
2/ Activity Index		Activity Index = 2,290 (includes Medium)						Activity Index = 510 (includes Medium)						Activity Index = 1,000 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack																		
	White 18 pack																		
	Brown 12 pack																		
USDA GRADE A	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
	White 12 pack				1.50	80	1.50				2.00 - 2.29	280	2.24				0.49 - 1.49	290	1.03
	White 18 pack				1.88 - 1.99	40	1.92										1.50 - 1.79	260	1.66
S P E C I A L T Y	Brown 12 pack																		
	MEDIUM	White 12 pack			0.99	20	0.99	White 12 pack						White 12 pack			1.00	10	1.00
	White 30 pack							White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				2.50 - 4.00	350	3.00				2.50 - 2.99	10	2.75				2.98 - 2.99	30	2.99
	Brown 12 pack																		
S P E C I A L T Y	OMEGA-3																		
	White 12 pack	2.00 - 2.99	230	2.67	1.89 - 2.99	990	2.44				1.99 - 2.50	120	2.10				1.99 - 2.50	360	2.28
	Brown 12 pack																		
S P E C I A L T Y	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack	2.99	140	2.99	2.29 - 2.99	440	2.71				2.69	100	2.69				1.78 - 2.49	50	2.30
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate		33.7% of 2,700 sampled outlets						53.7% of 1,900 sampled outlets						68.1% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 890 (includes Medium)						Activity Index = 80 (includes Medium)						Activity Index = 280 (includes Medium)					
USDA GRADE AA	White 12 pack				1.25 - 2.29	150	2.22				1.50	10	1.50				1.50	40	1.50
	White 18 pack				1.79 - 1.99	140	1.88				1.79	40	1.79				1.79	30	1.79
	Brown 12 pack																		
USDA GRADE A	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
	White 12 pack				1.79 - 2.00	20	1.95												
	White 18 pack																		
S P E C I A L T Y	Brown 12 pack							White 12 pack						White 12 pack					
	MEDIUM	White 12 pack			0.98	20	0.98	White 12 pack						White 12 pack					
	White 30 pack							White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				2.99 - 4.00	100	3.50										2.99	210	2.99
	Brown 12 pack																		
S P E C I A L T Y	OMEGA-3																		
	White 12 pack				1.79 - 2.50	220	2.02	2.50	10	2.50	2.50	10	2.50						
	Brown 12 pack																		
S P E C I A L T Y	CAGE-FREE																		
	White 12 pack				2.00	120	2.00												
	Brown 12 pack				2.00	120	2.00				2.50	10	2.50						

Note: See page 1 for explanatory notes.

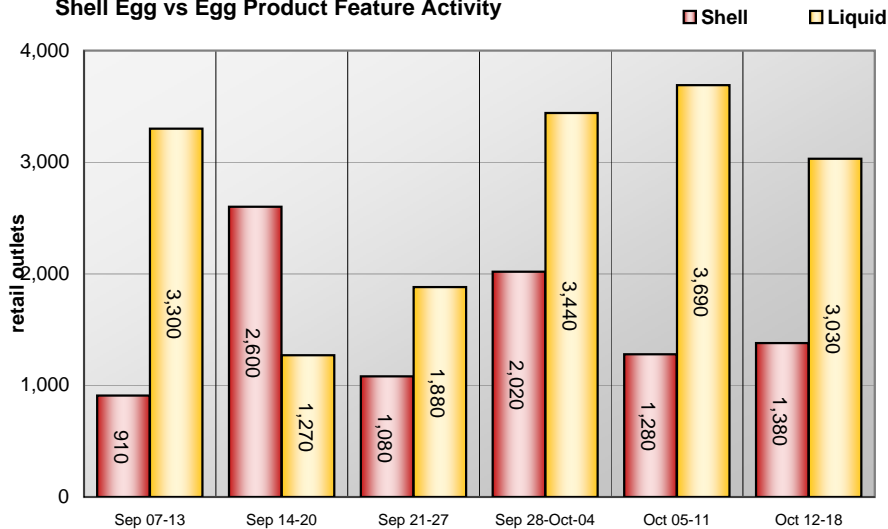


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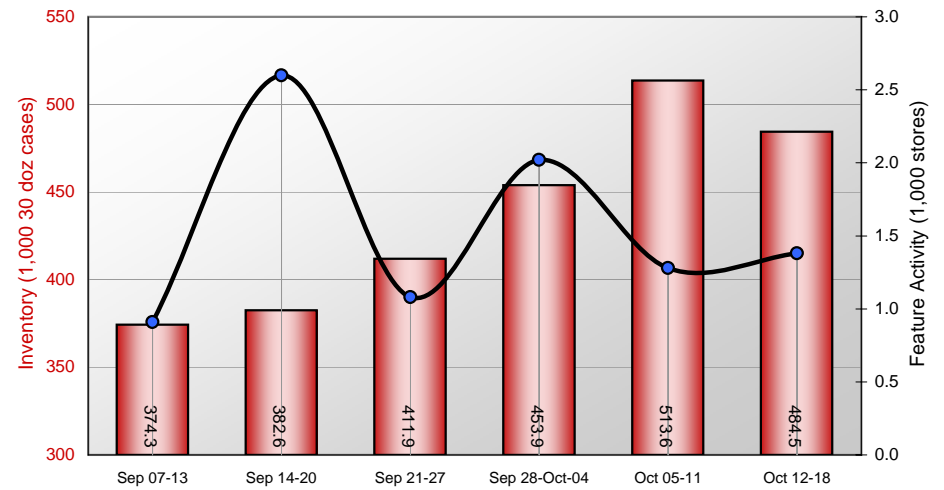
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	19.0%	24.7%	10.9%	50.8% of 3,800 sampled	5.2% of 4,700 sampled	10.1% of 2,900 sampled	13.2% of 2,700 sampled	8.4% of 1,900 sampled	23.8% of 1,000 sam
2/ Activity Index	3,030	3,690	1,630	Activity Index = 1,890	Activity Index = 260	Activity Index = 300	Activity Index = 180	Activity Index = 160	Activity Index = 2
	Stores Avg 3/	Stores Avg 3/		Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores
14-16 oz. crtn	2,340 2.57	2,810 2.88	1,130 2.33	2.00 - 3.00 1,490 2.59	2.29 - 2.50 110 2.47	2.00 - 2.50 300 2.47	1.67 - 2.99 180 2.76	2.28 - 2.39 20 2.37	2.28 - 2.50 240
32 oz. crtn	290 4.22	740 3.87	360 3.42	3.98 10 3.98	4.49 - 5.99 140 4.96			3.50 140 3.50	
3 - 4 oz. cup	400 2.14	140 2.00	140 1.87	2.00 - 2.50 390 2.13	2.50 10 2.50				
2 - 8 oz. cup									

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.